The University of Wisconsin Press
Journals Division

Print Advertising Rates & Information

We offer a variety of advertising options to meet your needs. In addition to online advertising, we offer traditional print advertising to ensure your promotions are seen by a wide audience. Our journals are read by scientists, scholars, researches, policy makers, administrators, practitioners, professionals, and students. If you would like to discuss your advertising needs, receive a sample journal issue, or reserve advertising space, please contact our advertising manager at:

Chloe Lauer, Advertising Manager | phone (608) 263-0534 | fax (608) 263-1173 | e-mail journal.ads@uwpress.wisc.edu

Terms and Policies

1. The University of Wisconsin Press reserves the right to reject any advertisement. Advertisements or references to products or services by brand names or trademark do not imply an endorsement by the editors or publisher.
2. Invoices are issued at time of journal mailing.
3. No cash discounts; no agency discounts.
4. No conditions appearing on the contract or order which conflict with the publisher's policies will be binding on the publisher.
5. If change of copy is not received by deadline, previous copy will be used.
6. The publisher's liability for any error will not exceed the cost of the advertising space.
7. Notice of cancellation must be received by closing date.
8. Only cover positions are guaranteed.

Specifications

In general, unless you have in-house design staff, we highly recommend using the services of a graphic designer or an ad agency. We require press quality Adobe Acrobat PDF files, with fonts embedded, and grayscale images of at least 300 ppi.

1. Ads must be at final size, per dimensions listed on the following page, with no bleeds.
2. Ads must be in grayscale. We do not accept RGB for print. Exceptions: *Native Plants Journal* accepts CMYK color ads, and *Ecological Restoration* may accept a CMYK color ad in limited circumstances.
3. If at all possible, art should be created from electronic files, NOT scans. If absolutely necessary, artwork may be scanned, with a resolution of at least 300 dpi at final reproduction size or larger.
4. Fonts must be embedded or outlined.
5. We do not accept ads created in Microsoft Word or Publisher. Please use a graphics program such as Adobe Photoshop, InDesign, or Illustrator to create your press quality PDF.

Deadlines & Pricing

See also following page.

A 20% volume discount applies to each insertion when two or more reservations are made at the same time. Multiple insertions may be in the same issue, same volume, or your choice of two or more journals.

Print Advertising Information (2022)

	African Economic History	Contemporary Literature	Ghana Studies	Journal of Human Resources	Luso-Brazilian Review	Monatshefte
Vol/Issue, Art Due	50:1, Apr. 4, 2022 50:2, Sept. 29, 2022	62:1, Dec. 16, 2021 62:2, contact UWP 62:3, contact UWP 62:4, contact UWP	24, Dec. 15, 2021	57:1, Nov. 4, 2021 57:2, Jan. 12, 2022 57:3, Mar. 10, 2022 57:4, May 11, 2022 57:5, July 12, 2022 57:6, Sept. 8, 2022	582, Jan. 3, 2022 59:1, Apr. 14, 2022 59:2, Nov. 1, 2022	113:4, Nov. 8, 2021 114:1, Jan. 13, 2022 114:2, Apr. 14, 2022 114:3, Aug. 11, 2022 114:4, Nov. 8, 2022
Full Page 4.75" x 7.75"	$510	$530	$510	$530	$510	$510
Half Page 4.75" x 3.75"	$410	$440	$410	$440	$410	$410

	Land Economics	History of Pharmacy and Pharmaceuticals
Vol/Issue, Art Due	97:4, Dec. 20, 2021 98:1, Feb. 3, 2022 98:2, Apr. 7, 2022 98:3, June 2, 2022 98:4, Aug. 4, 2022	63:2, Jan. 13, 2022 64:1, Mar. 31, 2022 64:2, Sept. 1, 2022
Full Page 5.5" x 8"	$530	$510
Half Page 5.5" x 4"	$440	$410

	Arctic Anthropology	Landscape Journal
Vol/Issue, Art Due	58:1, Jan. 10, 2022 58:2, Apr. 11, 2022	40:2, Nov. 2, 2021 41:1, April 13, 2022 41:2, Sept. 19, 2022
Full Page 7" x 9.5"	$510	$510
Half Page 7" x 4.75"	$410	$410

	Ecological Restoration		Native Plants Journal	
Vol/Issue, Art Due	40:1, Jan. 13, 2022 40:2, Apr. 11, 2022 40:3, July 7, 2022 40:4, Sept. 29, 2022		23:1, Jan. 17, 2022 23:2, (Directory Issue), Apr. 27, 2022 23:3, Aug. 25, 2022	
Full Page 6.75" x 9.5"	$415		$480	Color, $630
Half Page 6.75" x 4.5"	$315		$300	Color, $380
Quarter Page 3.25" x 4.5"	$250		$205	Color, $230
Cover	Cover 2 or 3 b/w, $475	Cover 2 or 3 color, $695	—	Cover 2 or 3 color, $915

10.12.2021